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Consumer Risks and Digital Financial Services: A Côte d'Ivoire Study

September 2022

CGAP Background Document



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1. Executive Summary

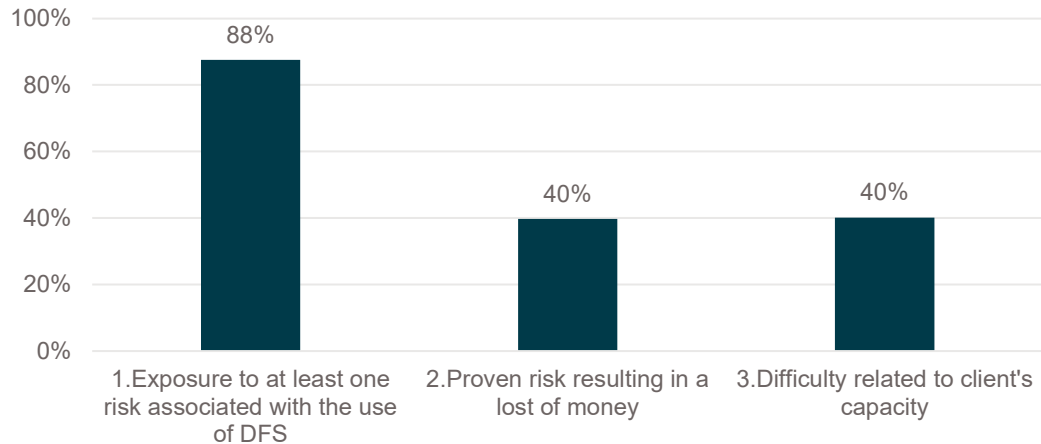


Executive Summary

Challenges* faced by DFS users

While almost all users experienced at least one challenge, 88% were exposed to at least one risk related to the use of digital financial services (DFS), 40% lost money, and 40% faced difficulties related to their limited capacities.

Types of challenges encountered



- Received a scam or fraudulent message
- Not informed of the cost of the service
- Poor network
- Did not get a receipt
- Difficulty in understanding the offer

- Lost money as a result of a subscription or response to a fraudulent message
- Paid more than expected
- Lost money due to a transaction that did not go as planned
- Payment debited but not received by the supplier

- Difficulty navigating the menu
- Sent money by mistaking the recipient's number

Challenges related to the use of DFS can be classified into **3 categories**:

(i) exposure to a risk related to the use of DFS (the user has already experienced at least one issue that puts them at risk when using DFS);

(ii) loss of money as a result of proven risk; and

(iii) difficulties related to the capacity of the users themselves (here are only the two difficulties most directly attributable to the users).

A very large proportion of DFS users (**88%**) were exposed to at least one risk associated with DFS use (poor network was the most cited, at 61%).

40% said they had lost money, either by reacting to a fraudulent message, paying more than expected, or as a result of a malfunction during the transaction.

40% had difficulties related to their capacities: difficulty in navigating the menu or error on the recipient's number.

There were **no significant differences between women and men in the three categories**. In rural areas, exposure is lower in all three categories than in urban areas, probably because they are more likely to be recipients than senders of money and use other services less, with lower risk exposure.

Executive Summary



Profile of DFS users in Côte d'Ivoire

The majority of DFS users are men (56%) and live in urban areas (85%). They are 35 years old on average. Their education levels are quite varied: 36% have some education after secondary school, and conversely, 25% have not gone beyond primary education. DFS users have varied sources of income: 38% are entrepreneurs, 20% are employed. Their level of income is rather modest (66% earn less than 150,000 FCFA⁽²⁾ per month and 40% earn less than 60,000 FCFA per month). Their access to DFS is mostly on a smartphone (75%). 99% own their phone and some share it (14%). Their confidence in DFS is not total, with 76% of users considering that their digital transactions are secure.

Use of DFS

90% have used DFS at least once in the last 3 months.

82% currently use mobile money accounts with two or more different providers.

75% have smartphones, but 82% of respondents use USSD.

Types of DFS used

Money transfers are the most frequent transactions (88% at least once a month) followed by deposits/withdrawals (84%), airtime purchases (83%), and bill payments (29%).

Other digital financial services are rarely used (less than 10%).

16% needed help to use these services, and relatives helped in 74% of cases.

Challenges with DFS

95% reported at least one challenge, and 88% were exposed to at least one risk related to the use of DFS:

- ✓ 61% encountered network problems,
- ✓ 33% lacked information on costs,
- ✓ 31% did not always get a receipt,
- ✓ 28% received scam attempts,
- ✓ 20% encountered difficulties in understanding the offer, and
- ✓ 20% encountered difficulties in navigating the menu.

Agent focus: Help

Agents assist customers in many cases, particularly in warning them against scams (60%), helping them to understand transaction costs (45%), and completing transactions on their behalf (39%).

Agent focus: Challenges

But there were also many challenges with agents, including those that prevented the transaction from taking place (e.g. network outages, lack of funds, or e-money).

46% reported that the agent did not treat them with respect.

Recourse

67% did not contact the provider to express their concern or complaint because they did not know how or because they did not trust the provider.

72% of the customers who contacted the provider had their problem solved. Of the rest, 77% did not contact any agency. Indeed, the recourse organizations remain little known.

(2): FCFA: Franc de la Communauté Financière Africaine. One US dollar was 608,528 FCFA as of May 2022.

Executive Summary: Focus on Women



Profile of Women DFS users in Côte d'Ivoire

Women represent 44% of DFS users. Compared to men, they are more urban (90% compared to 81% for men), younger (80% are between 18 and 40 years old, compared to 67% of men), and less educated.

They are over-represented among entrepreneurs (45%, compared to 32% of men) and under-represented among farmers, casual workers, and employees.

They are more represented in the lower income brackets: 59% earn less than 60,000 F per month (compared to 25% of men).

Use of DFS

Women use DFS almost as much as men: 87% have used it at least once in the past 3 months (compared to 92% of men).

Frequency of use of DFS

Women use basic DFS slightly less frequently: 78% make a deposit/withdrawal at least once a month (compared to 89% of men), 85% make transfers (vs 91%).

The gap widens for more sophisticated services: payment, savings, and credit.

Challenges with DFS

Although women face challenges in the same proportions as men, they are more exposed to certain types of risk such as frauds. **More women face difficulties in navigating a DFS menu** (25% vs. 17% of men) **and understanding a DFS offer** (22% vs. 18%). They are more likely to have lost money following a scam (16% vs. 12% of men). On the other hand, they have made fewer mistakes regarding the recipient of a transfer.

Agent focus: Help

Agents help both women and men understand the service.

However, men are more likely to seek help from agents in other areas: understanding costs, completing a transaction on their behalf, or receiving warnings about scams (65% of men, as opposed to 50% of women).

Agent focus: Challenges

Only 12% of women express a preference for an agent of the same gender.

They were more likely to say that the agent did not take any action on their complaint, and that the agent did not provide a reason for not completing the transaction. Men encountered more challenges (fees, errors), including lack of respect (51% vs. 30% of women).

Recourse

More women did not contact the provider (73%, vs. 63% of men) if there was a problem.

In particular, more women did not know how to contact the provider (16% compared to 11% of men).

2. Context of the Study



Context to the Study in Côte d'Ivoire

This study is part of the activities of the **Laboratory for the Protection of Digital Financial Services Users in the West African Economic and Monetary Union (WAEMU)** launched by CGAP in 2021, whose objective is to accompany local actors in building a responsible ecosystem for digital financial services (DFS) at the national and regional level. [To operate responsibly](#), according to CGAP, key players in the digital finance ecosystem striving to add value for customers, providers, and society should meet three conditions (3 Cs): customer-centricity, capability, and collaboration.

The Lab aims to:

- Guide regional regulators, supervisors, consumer associations, and relevant national bodies, such as the observatories of the quality of financial services and agencies in charge of promoting financial inclusion, to analyse the risks of DFS to support the development of appropriate regulatory and supervisory frameworks
- Support providers to embed a customer-centric culture in all stages of their digital product life cycle (including suitability and relevance, fairness and respect, and choice)
- Facilitate dialogue between regulators, supervisors, providers, and consumers on responsible DFS.

This study in Côte d'Ivoire represents the Laboratory's first activity in the region and consisted of three components:

1. A survey on the risks associated with the use of digital financial services
2. An analysis of complaint collection and processing mechanisms and complaint data
3. A survey of the results and risks of digital credit.

This report focuses on Components 1 & 2 of the study. The results of the digital credit survey are reported separately.

The study was conducted for CGAP in the first half of 2022 by Horus Development Finance.



3. Analysis of Risks Related to the Use of Digital Financial Services



Objectives and Methodology

Objectives: To understand the use of DFS among mobile money users and identify the risks and other challenges faced by users in general, and women in particular.

Definitions

Mobile Money

- A mobile-based transactional service that can be transferred electronically using mobile networks.

DFS

- The delivery of financial services through a digital channel (usually mobile, cards, or internet) with limited use of traditional branch infrastructure. In the case of this study, the use of DFS is among mobile money users.
- Among DFS: transfers, airtime purchase, bill payment, merchant payment, transfer to a bank or MFI account, savings, credit, insurance, etc.

Survey Methodology

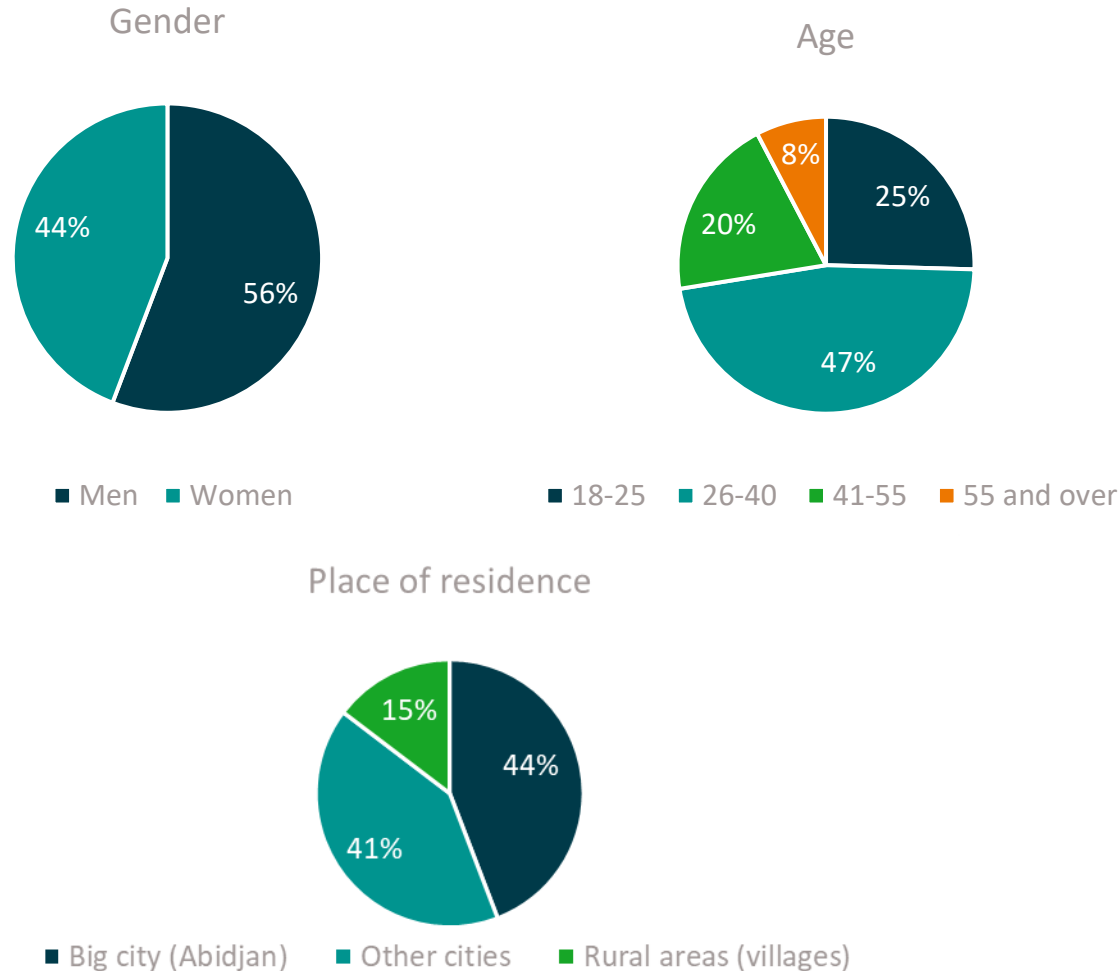
Quantitative survey conducted by telephone by the KANTAR Institute, May 2022

Sample of 1,045 people who have used mobile money at least once in the past 12 months, representative of mobile money users nationwide:

- Based on lists of mobile money users from national telecommunications surveys
- Results were weighted by (i) age and (ii) gender to reflect expected quotas
- The proportion of women is 44%.

Profile of Respondents

Mobile money account users are predominantly young, urban males in the lower income bracket.



56% are male.

Users are 35 years old on average.

85% live in urban areas.

71% of rural users are male.

38% are entrepreneurs, 20% are employees.

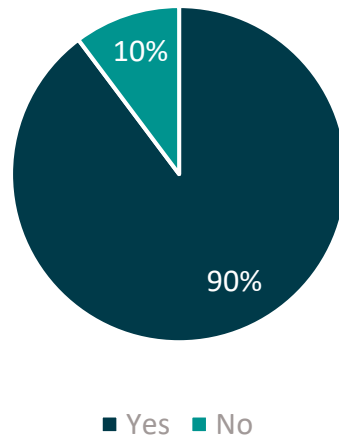
40% earn less than 60,000 FCFA per month, and 66% earn less than 150,000 FCFA per month.

75% have a smartphone. 99% own their phone and 14% share it. It should be noted that sharing a phone is a source of additional risk. Women are twice as likely to share their phones.

Active Use of Mobile Money Accounts

90% of respondents have used DFS at least once in the last 3 months and the vast majority (82%) use at least two accounts actively, with more men doing so.

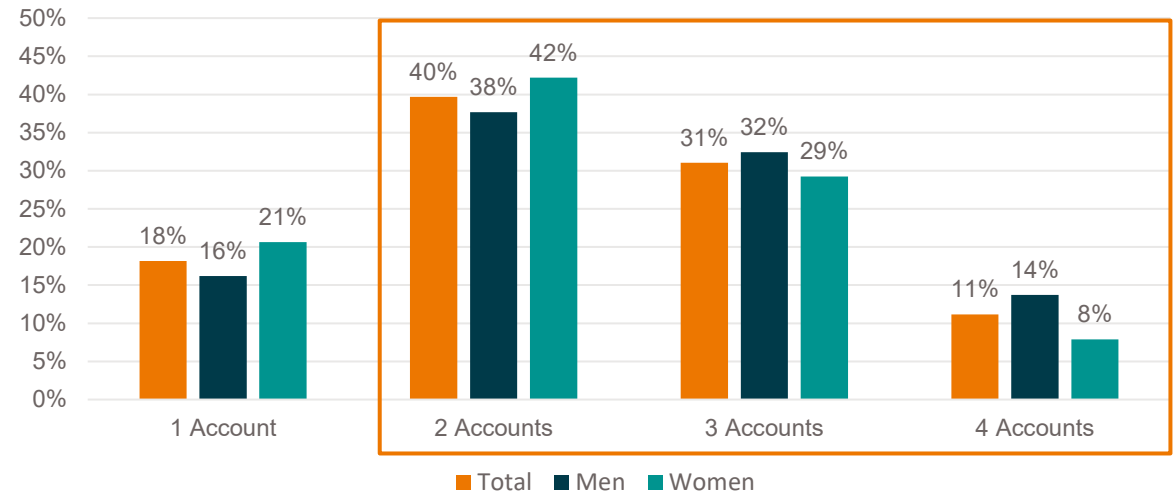
Mobile money account used in the last 3 months



90% of the respondents have used DFS at least once in the last 3 months (92% of men and 87% of women).

76% consider that digital transactions are safe and do not cause them to lose money. 78% feel that their data is safe with the provider.

Number of mobile money accounts used (among active users)



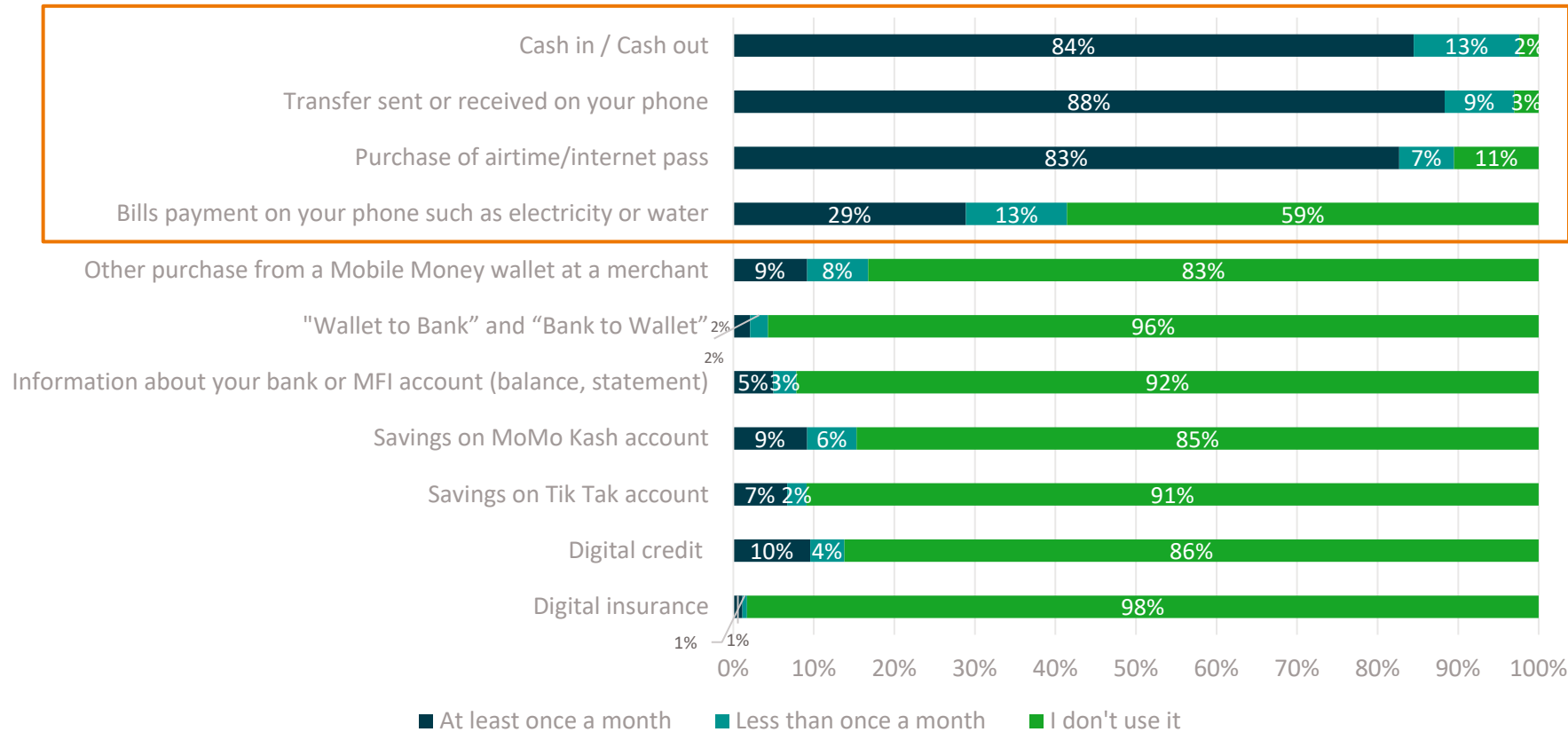
82% currently use mobile money accounts with two or more different providers.

Women are more likely to use one or two accounts, while men are more likely to use three or four accounts (46%, compared to 37% of women).

Frequency of Use of DFS, by Type of Service

Beyond transfers, deposits/withdrawals, purchases of airtime, and bill payments, other DFS are very rarely used. The majority use DFS via USSD (82%), including on smartphones.

Use of services on cell phones



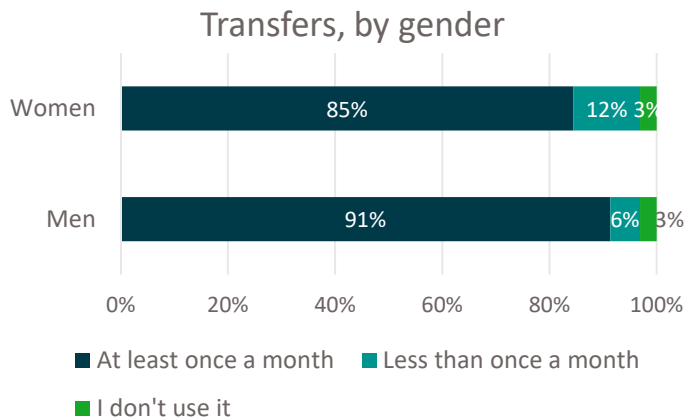
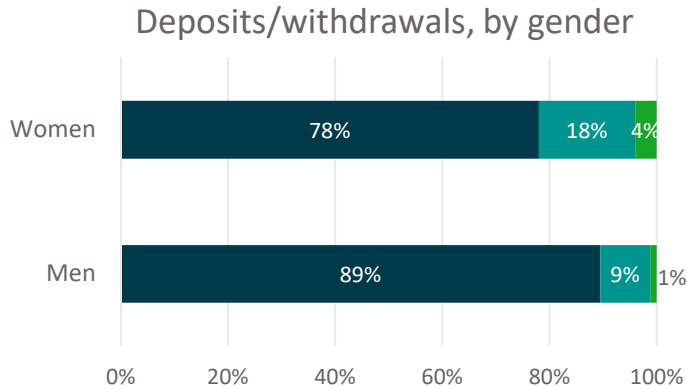
The other DFS are rarely used. For example, only **9%** make **other purchases** from their mobile money account, **10%** use **digital credit**, and between **7%** and **9%** (depending on the provider) **save on their digital savings account**.

82% use **USSD** and 22% use mobile applications. As a reminder, 75% have smartphones.

Men use agents more, for deposits/withdrawals (40% compared to 22% of women) or for other services.

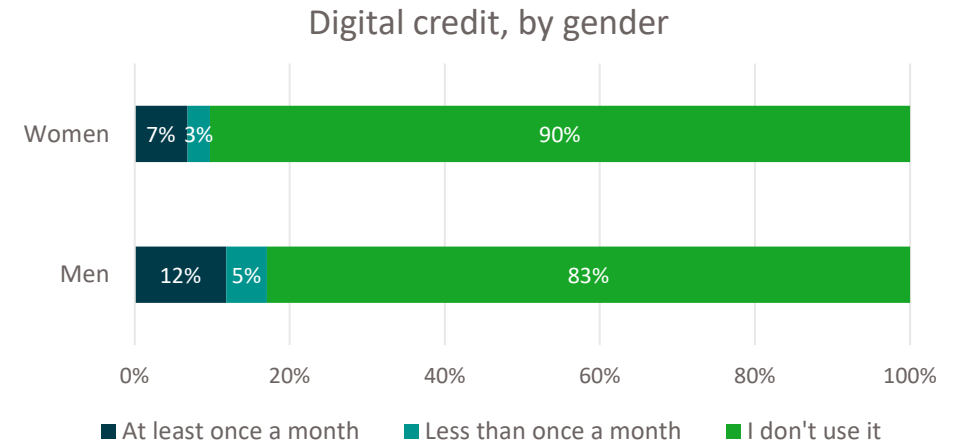
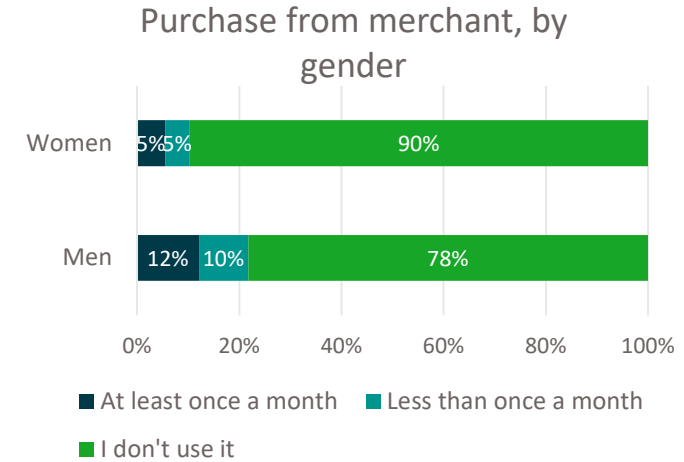
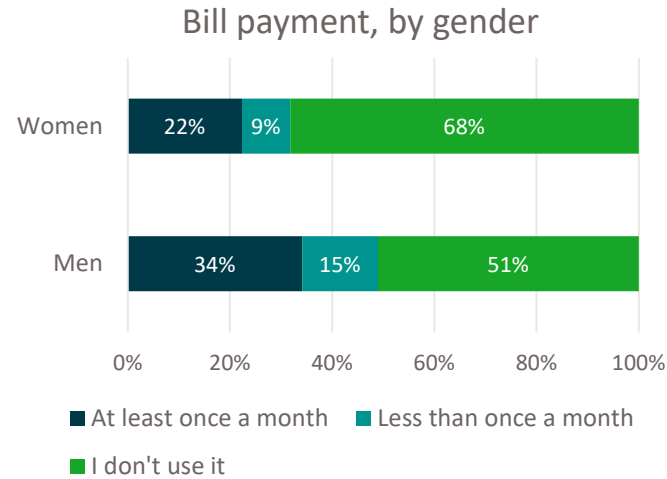
Use of Different Types of DFS, by Gender

With the exception of buying airtime, women use DFS less, and this gender gap widens for bill payments, merchant purchases, savings, and digital credit.



Women make DFS deposits/withdrawals or transfers less frequently than men.

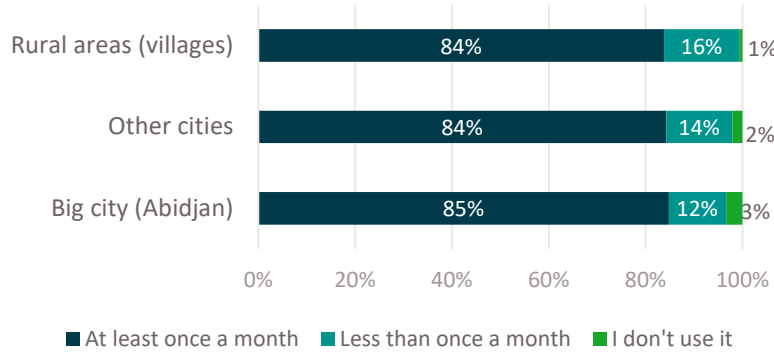
The gap widens for less frequent services, and those known as "second generation" such as bill payments and purchases from merchants, savings & digital credits: **women are twice less likely to use them** (NB. the total number of people who use them is low).



Use of Different Types of DFS, Rural vs Urban

Except for deposits/withdrawals, transfers and credit, other DFS are used less by rural residents than by urban residents.

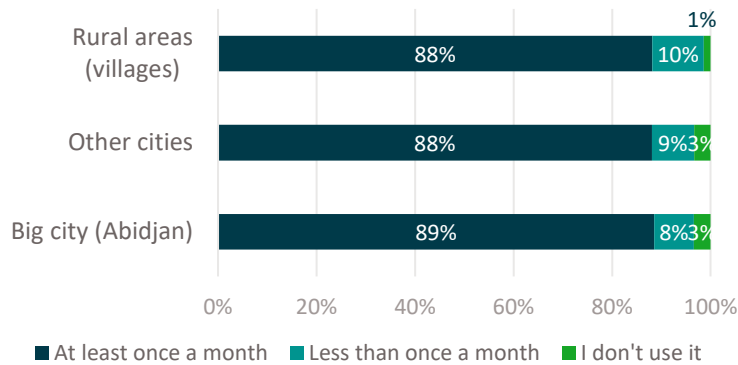
Deposits/withdrawals, rural vs urban



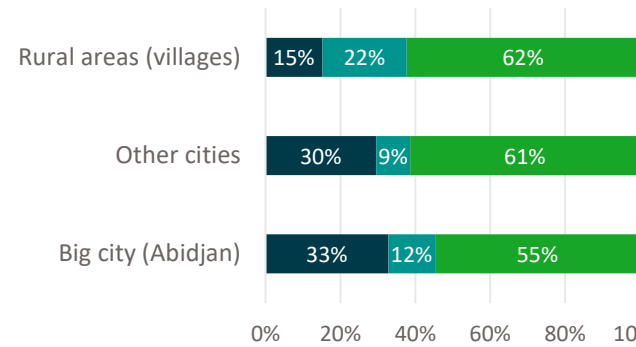
There is no significant difference between the share of urban and rural DFS users making deposits and withdrawal and transfers.

On the other hand, DFS users in rural areas are less likely to pay bills (15% at least once a month vs. 33% in Abidjan and 30% in other cities) or buy airtime (65% at least once a month vs. 85% in urban areas).

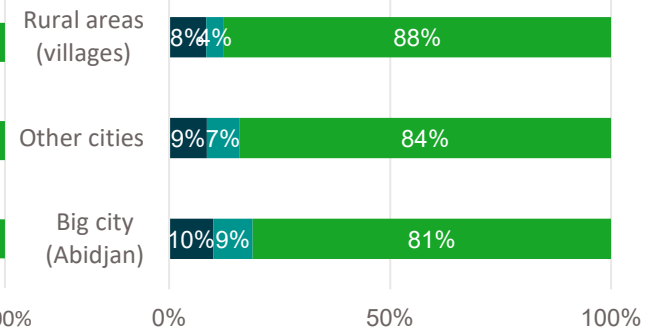
Transfers, rural vs urban



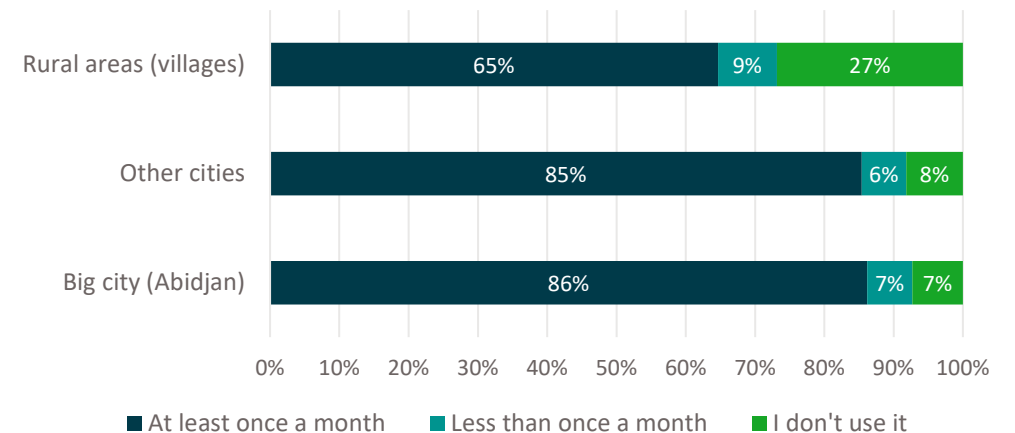
Bill payment, rural vs urban



Purchase from merchant, rural vs urban



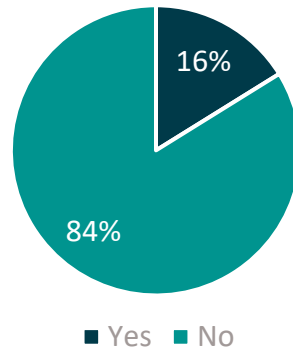
Airtime/internet, rural vs urban



Need for Assistance in Using DFS

Most people are autonomous in using DFS, but women are less so than men. They are helped primarily by relatives, and to a lesser extent by agents.

Need for help with DFS

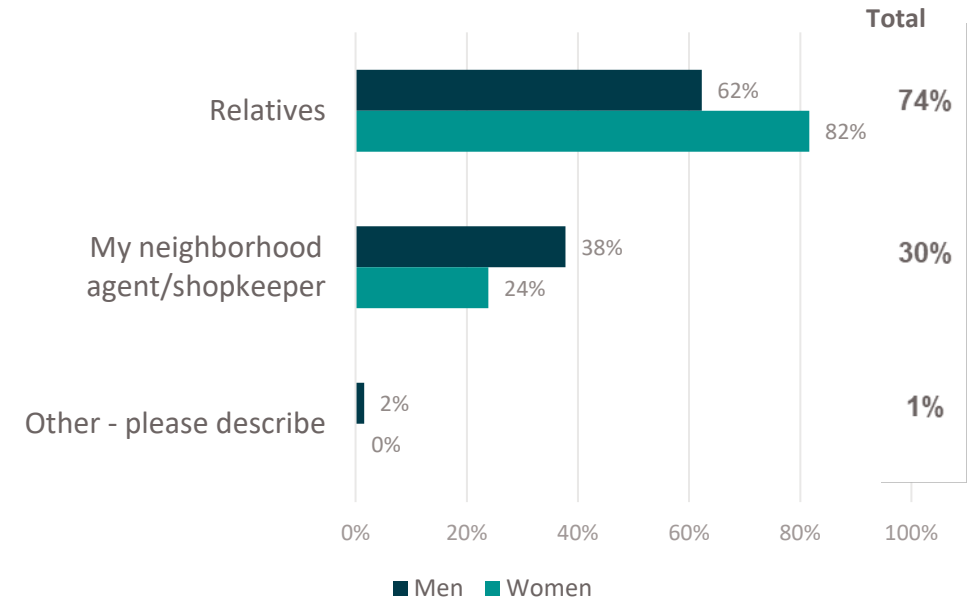


Women need more help than men using DFS (22% vs. 12%). Rural DFS users need more help (23%) than those living in Abidjan (13%) or other cities (18%). DFS users older than 55 need the most help (39%) among all age brackets. This lack of autonomy not only limits their overall access to financial services –relying on the help of a third party puts them at a greater risk of fraud.

Respondents **get the help they need from relatives (74%), and from agents (30%).**

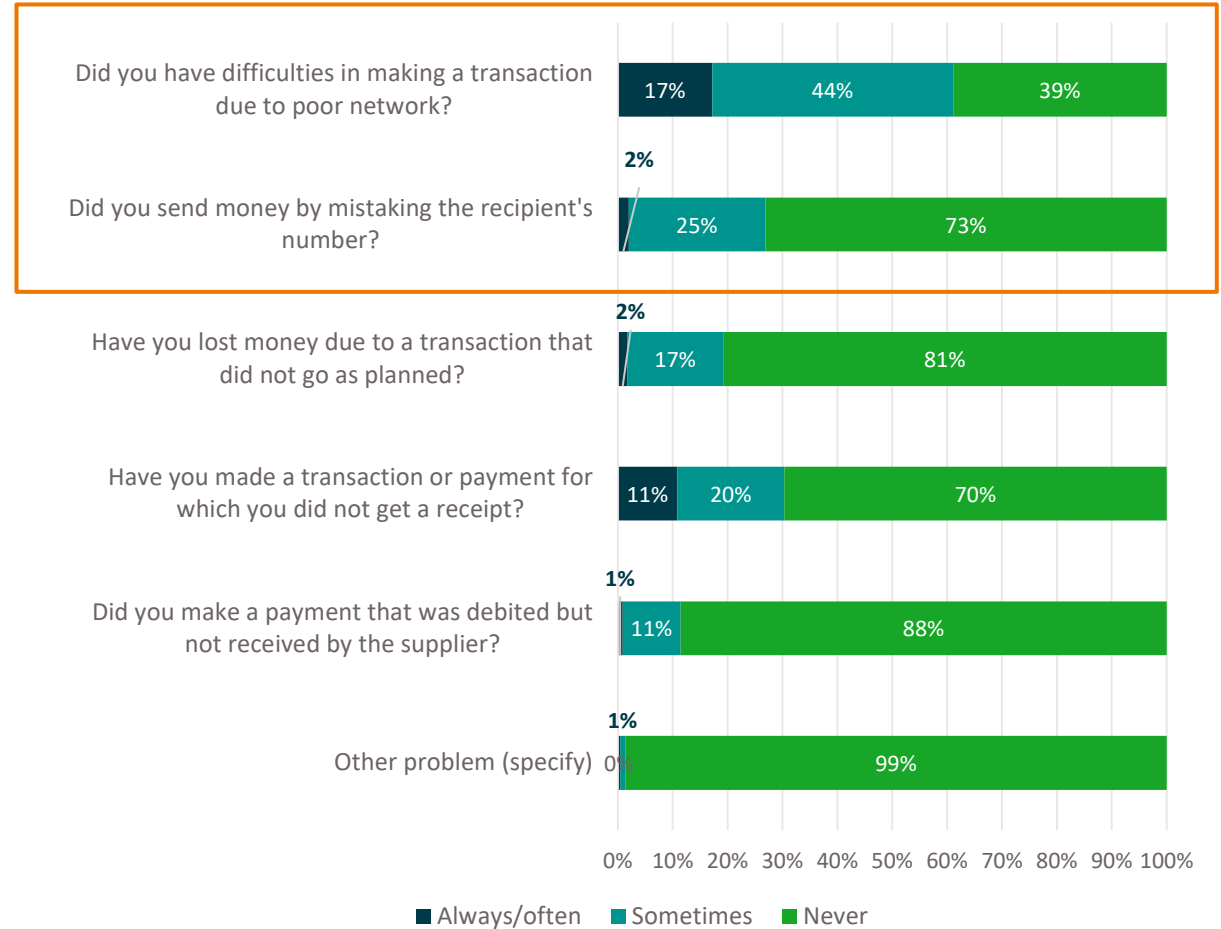
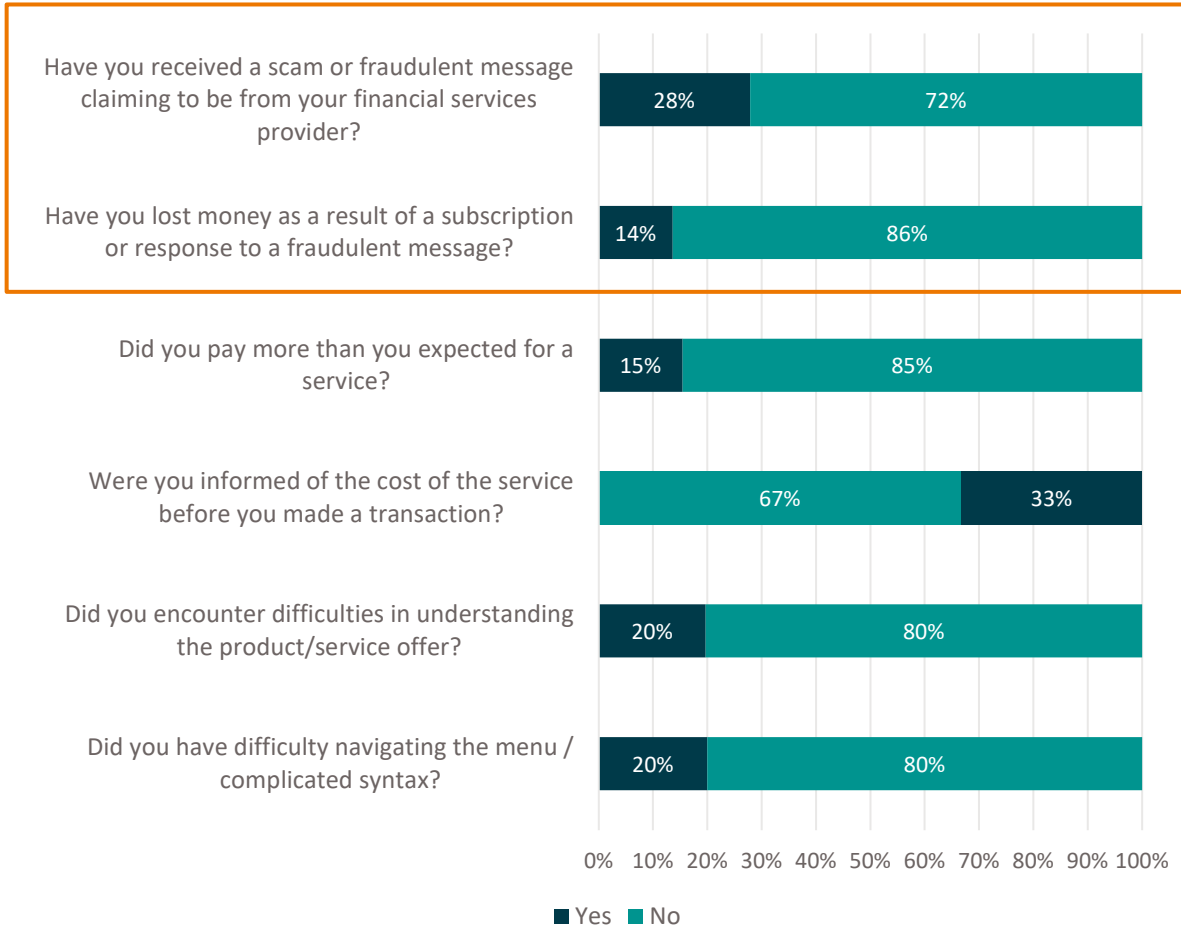
Women are more likely to get help from relatives (82% vs. 62% for men), while men turn to agents (38% for men vs. 24% for women).

Who helps with DFS, by gender



Challenges Encountered in the Use of DFS

95% of DFS users have encountered at least one challenge: poor network, lack of information on costs, scam attempts, errors on the transfer recipient.

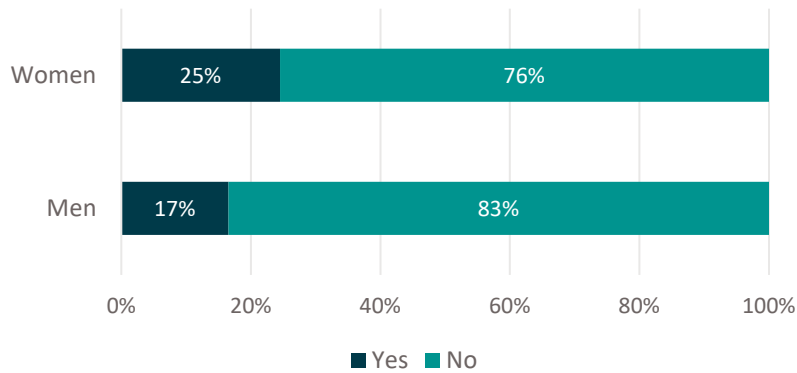


Source: CGAP survey on the risks related to the use of DFS in Côte d'Ivoire (n=1045), 2022

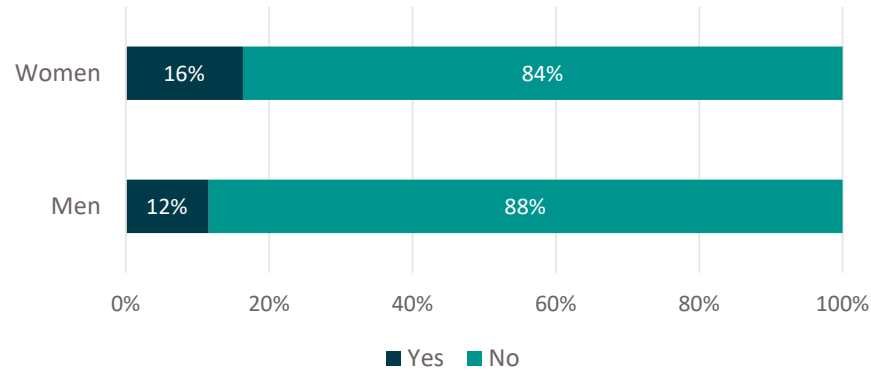
Challenges in Using DFS, by Gender

Women are more exposed to challenges. They have greater difficulty navigating a DFS menu and understanding a DFS offer and are more vulnerable to scams.

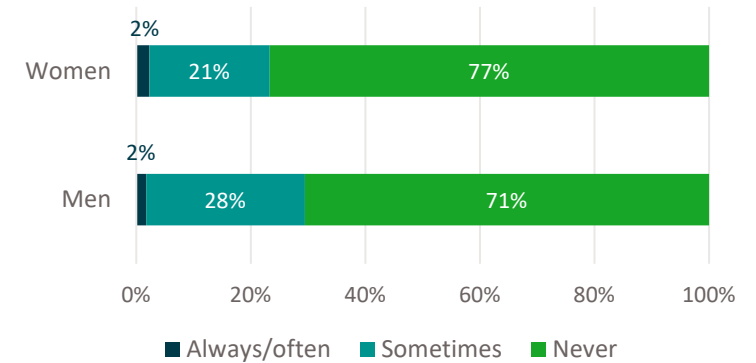
Difficulty navigating DFS menu, by gender



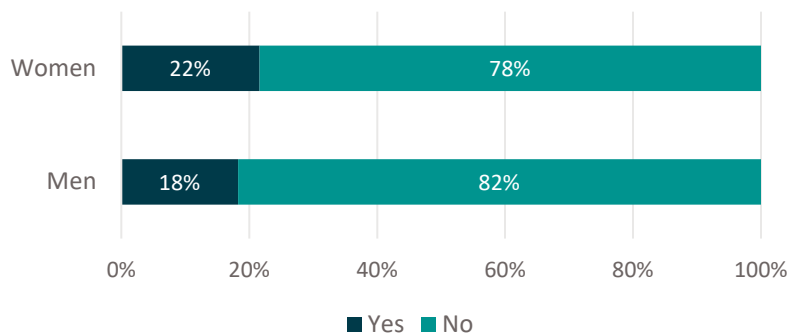
Lost money due to fraud, by gender



Mistaken recipient, by gender



Difficulty understanding offer, by gender



Women had greater difficulty navigating a DFS menu (25% vs. 17% of men) and were slightly more likely to have difficulty understanding a DFS offer (22% vs. 18% of men).

While women report having received fewer scams or fraudulent offers (25% vs. 30% of men) - perhaps because they did not detect them- **slightly more women have lost money as a result of a scam (16% vs. 12% of men)**, underscoring women's greater vulnerability to scam attempts.

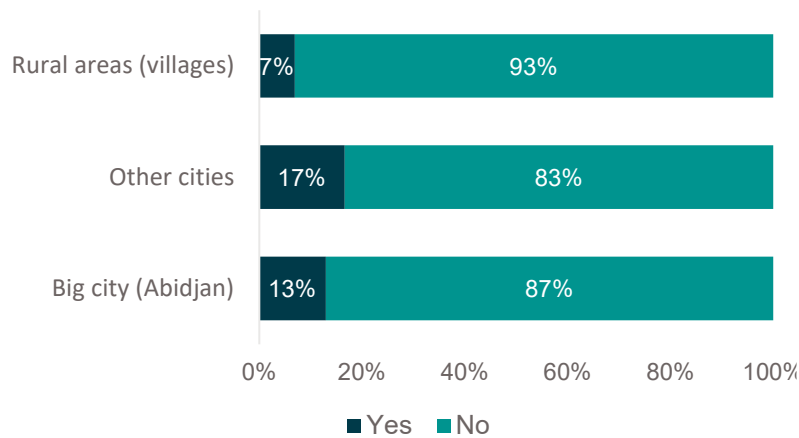
On the other hand, women seem to have made **fewer mistakes about the recipient of a transfer (77% have never faced this difficulty, vs. 71% of men)**, which is probably directly related to the less frequent use of the service, particularly as a sender. On the other challenges listed, the difference by gender is not significant.



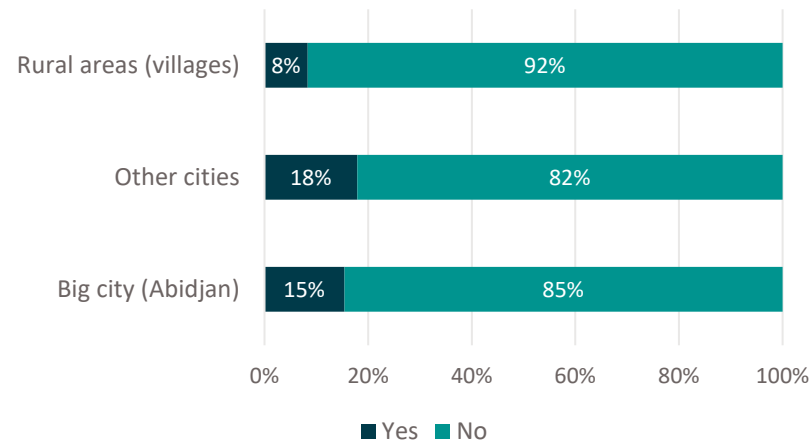
Challenges Encountered in the Use of DFS, Rural vs Urban

Users in rural areas (15%) are less likely to report having experienced money loss or unexpected fees. This may be due to their role as recipients of transfers.

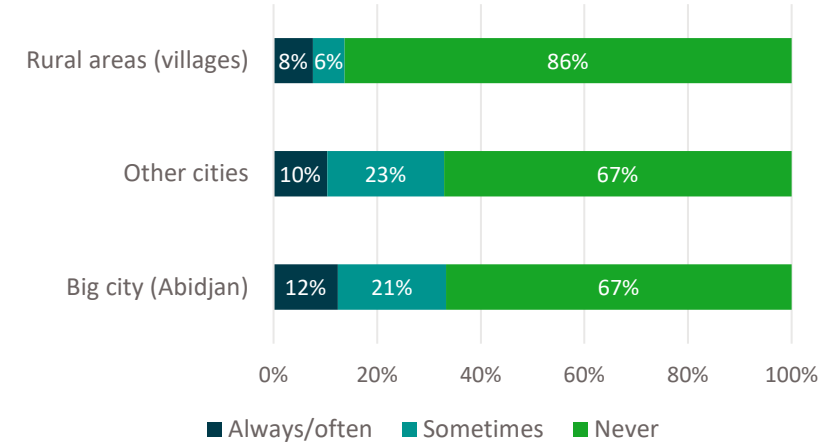
Lost money due to fraud, rural vs urban



Paid more than expected, rural vs urban



No receipt received, rural vs urban



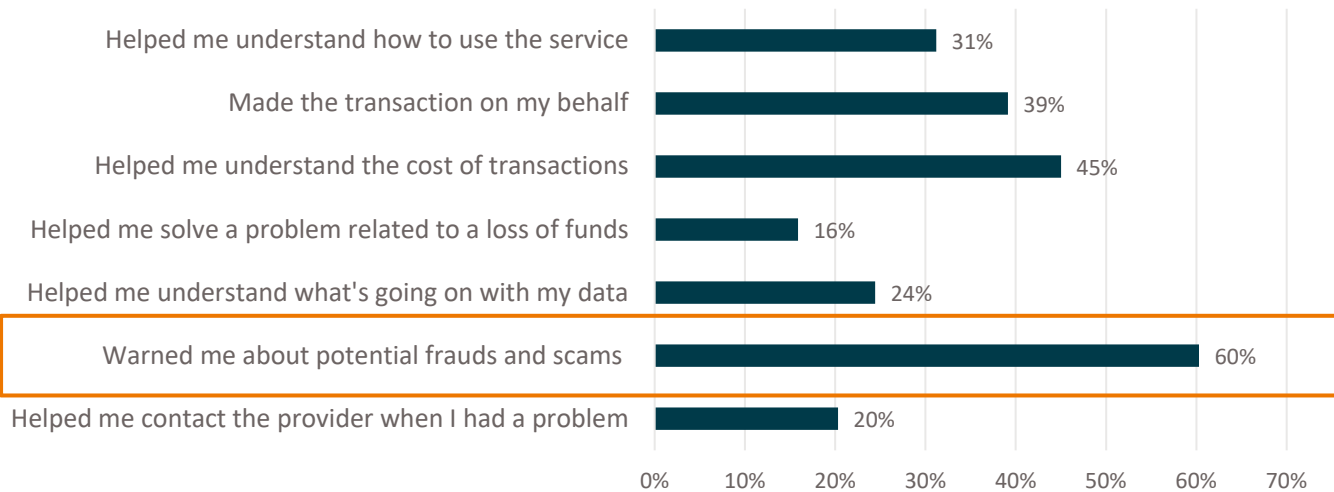
While the results do not show a significant difference between urban and rural areas in the use of money transfers (the most used service, along with deposits and withdrawals), **it is possible that users in rural areas are more often recipients than senders of transfers, which would explain their lower risk exposure.** Indeed, only 7% report having lost money as a result of fraud, and 8% report having paid more than expected. Further, 86% of rural DFS users report never facing the issue of not receiving a receipt for a transaction.

There were few significant differences with respect to other challenges with DFS (including difficulty understanding the offer, difficulty navigating the menu, or lack of information on costs).

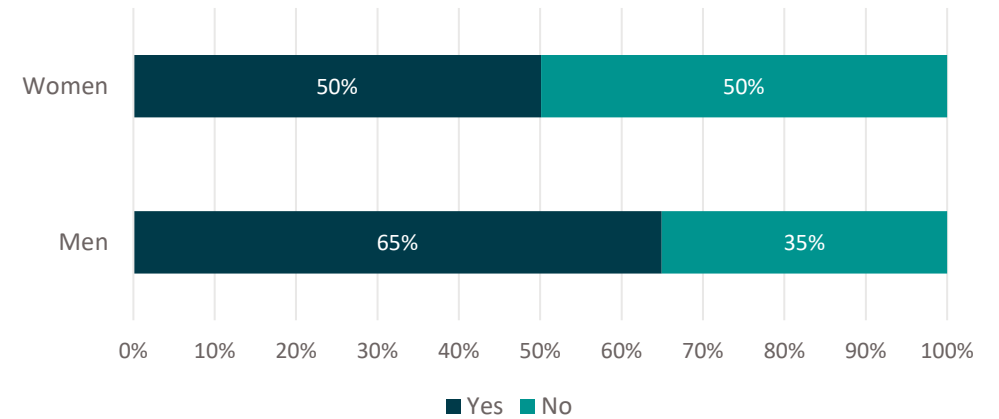
Help Received from the Agent *(reduced sample size)*

Agents often help DFS users to beware of scams, and to understand costs.

Help from the agent



Agent warned against scams, by gender

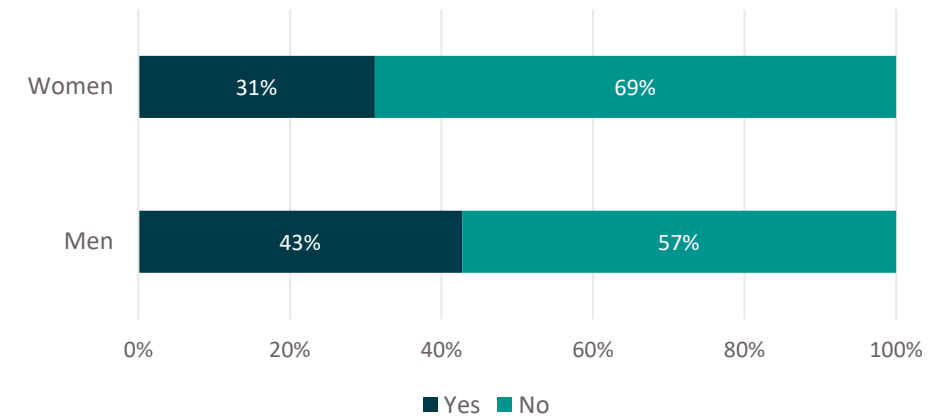


Agents warn users against scams (60%), help them understand costs (45%), and complete transactions on behalf of the customer (39%).

As a reminder, men get more help from agents regarding DFS. As a result, **men received more help from agents in understanding costs, being warned about scams or completing a transaction on their behalf.**

Given their proximity to customers, agents have a key role to play in both risk prevention and problem resolution.

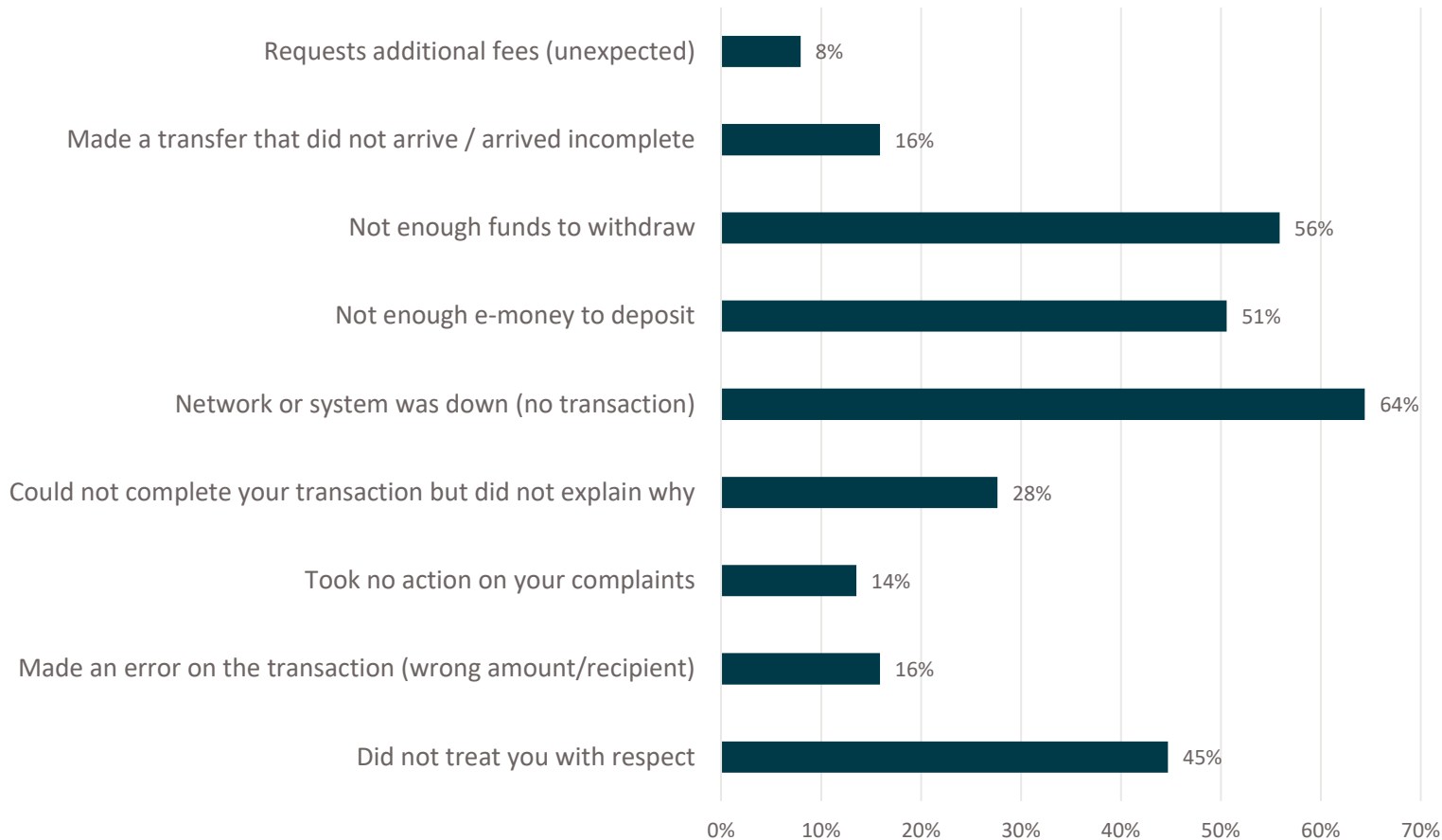
Agent conducted the transaction on behalf of the client, by gender



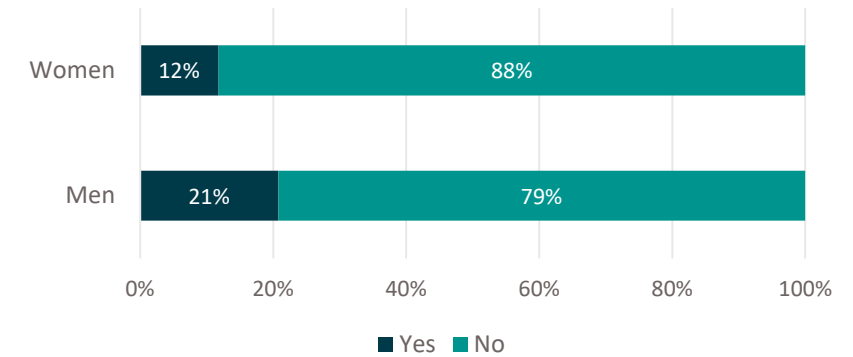
Challenges Encountered with an Agent *(reduced sample size)*

Users often encounter challenges with agents, particularly insufficient funds or network problems preventing the transaction.

Difficulties with an agent



Preference for an agent of the same sex, by gender



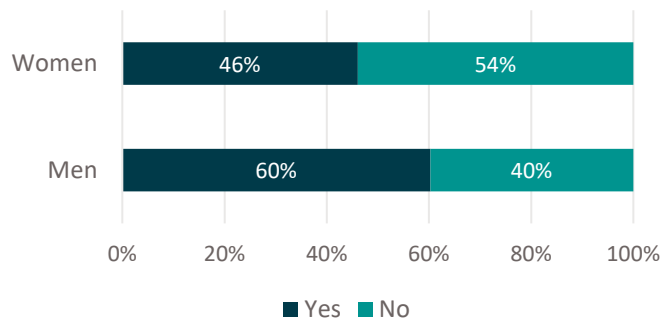
The preference for an agent of the same sex is 18%: it is higher among men (21% vs. only 12% for women). This result goes against the widely held belief that women would prefer to be served by women: a better understanding of women's expectations and behaviour would be needed to refine the analysis.

The preference in rural areas (30%) is almost twice as high as in urban areas.

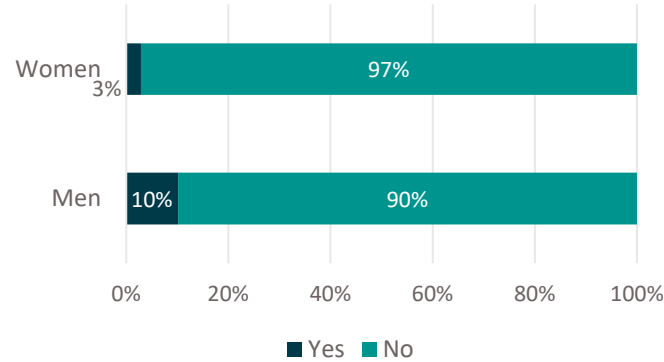
Challenges Encountered with an Agent, by Gender *(reduced sample)*

Men face more challenges (they use agents more often).

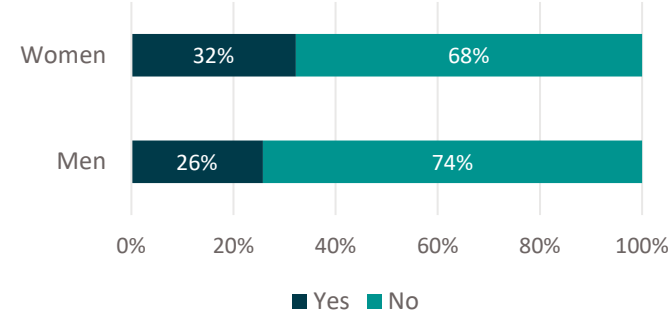
Insufficient funds at the agent, by gender



Additional fees, by gender

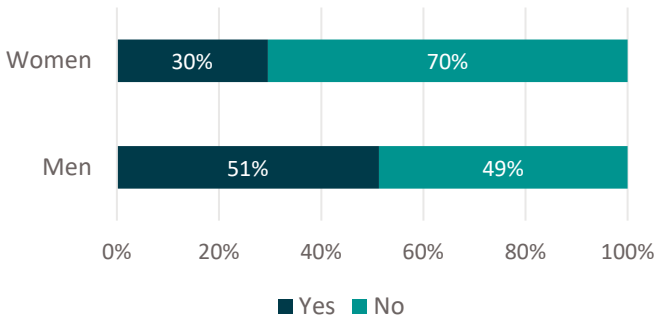


Transaction not completed, without any reason, by gender

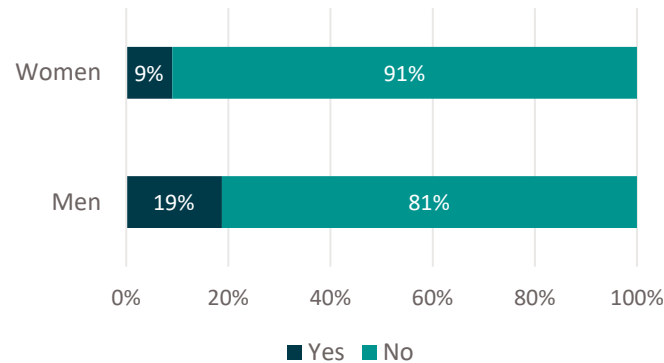


Men report more challenges overall: lack of funds, additional fees, disrespect, and transaction errors.

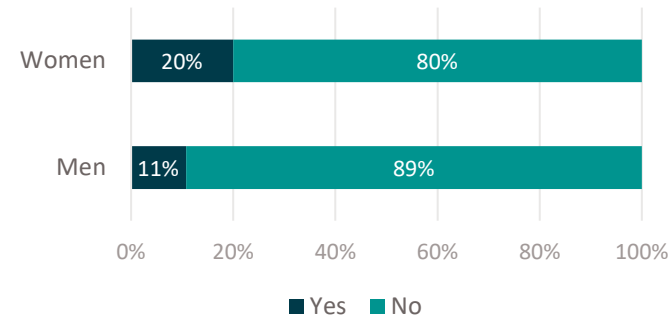
Not treated with respect, by gender



Mistake on transaction, by gender



No action taken on complaint, by gender

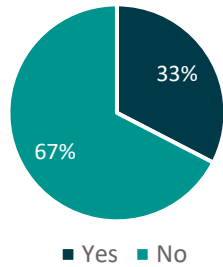


Women were more likely to report that **the agent did not provide a reason for not completing a transaction, or did not take any action on their complaint.**

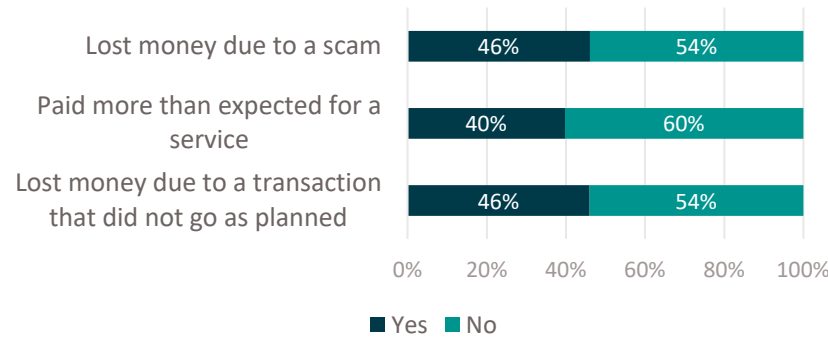
Contacting the Provider with Questions, Concerns, Complaints

Of those who experienced a challenge, only one-third contacted the DFS provider.

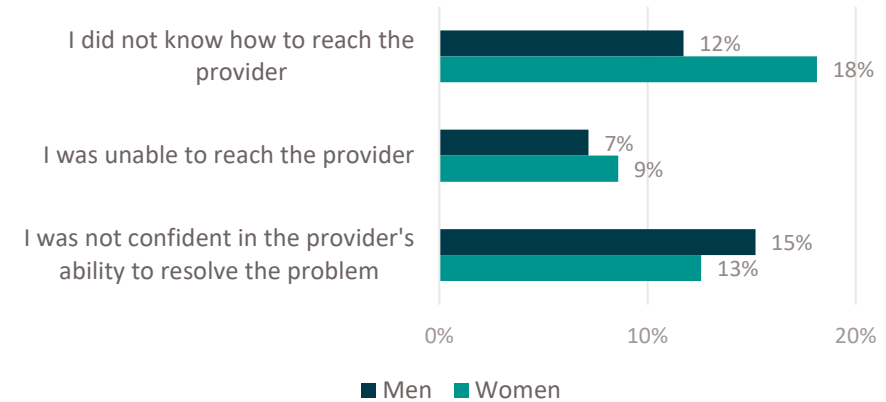
Contacted provider, among those who experienced at least one challenge



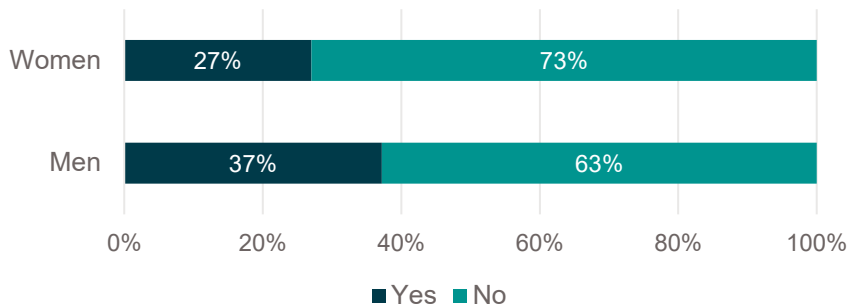
Contacted the provider, among those who experienced a challenge leading to a loss of money



Reasons for not contacting the provider when challenges were encountered



Contacted the supplier, among those who experienced at least one challenge, by gender



Only 33% of those who experienced a challenge contacted the provider. Those who have experienced challenges resulting in loss of money contact the supplier more than others, but they are still a minority.

Women are significantly more likely to have not contacted the supplier (73%, vs. 63% of men).

Of the 67% who did not contact the provider, 14% did not know how to reach the provider (18% of women vs. 12% of men), and 14% expressed a lack of confidence in the provider's ability to solve the problem.

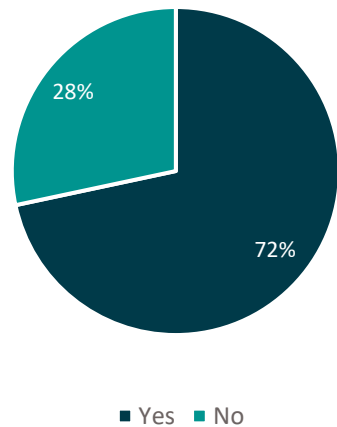


Source: CGAP survey on the risks related to the use of DFS in Côte d'Ivoire (n=1045), 2022. Focus on those who reported encountering at least one challenge (n=959), and those who encountered at least one difficulty but did not contact the provider (n=678)

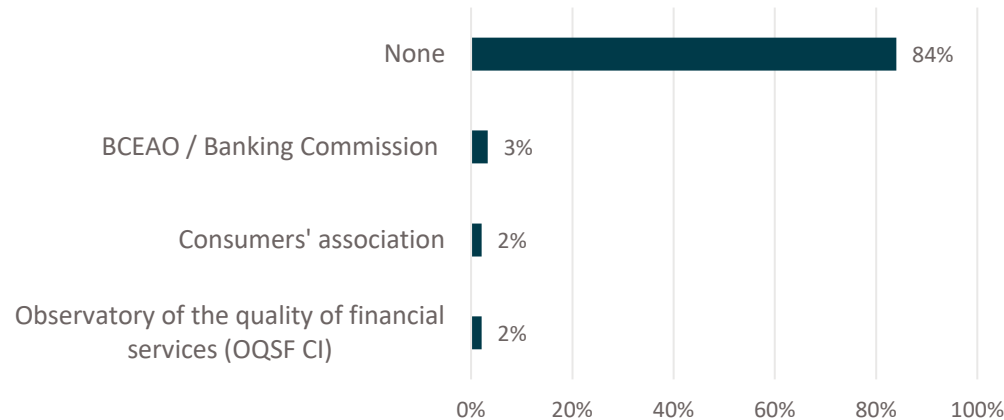
Contacting the Provider with Questions, Concerns, Complaints

Of those who contacted the provider, the problem was resolved in the majority of cases (72%). Very few turned to a third-party organization if the provider did not resolve the issue.

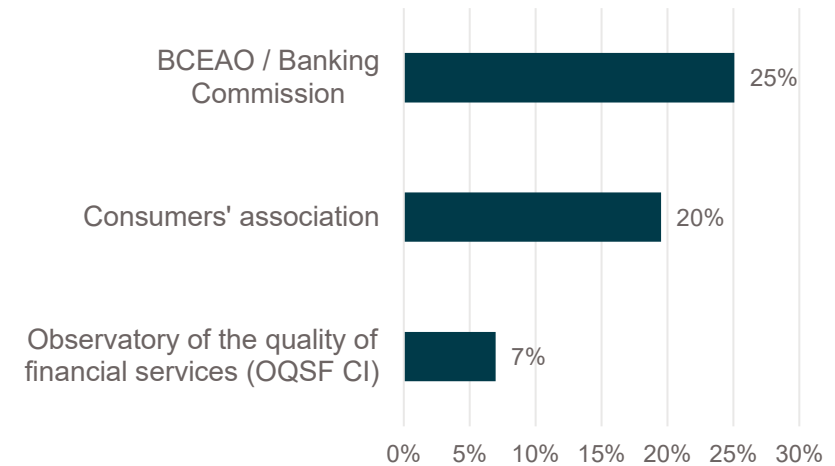
Problem resolved at convenience



Authorities contacted if provider did not resolve problem



Heard from third party organizations



In cases where a problem was not resolved, the majority of users (84%) did not turn to a third-party organization.

In fact, the recourse organizations remain little known: only 7% have heard of the OQSF, 20% have heard of consumer associations, and 25% of the BCEAO / Banking Commission. It should be noted that the BCEAO is well known as a central bank, which probably influenced the result.

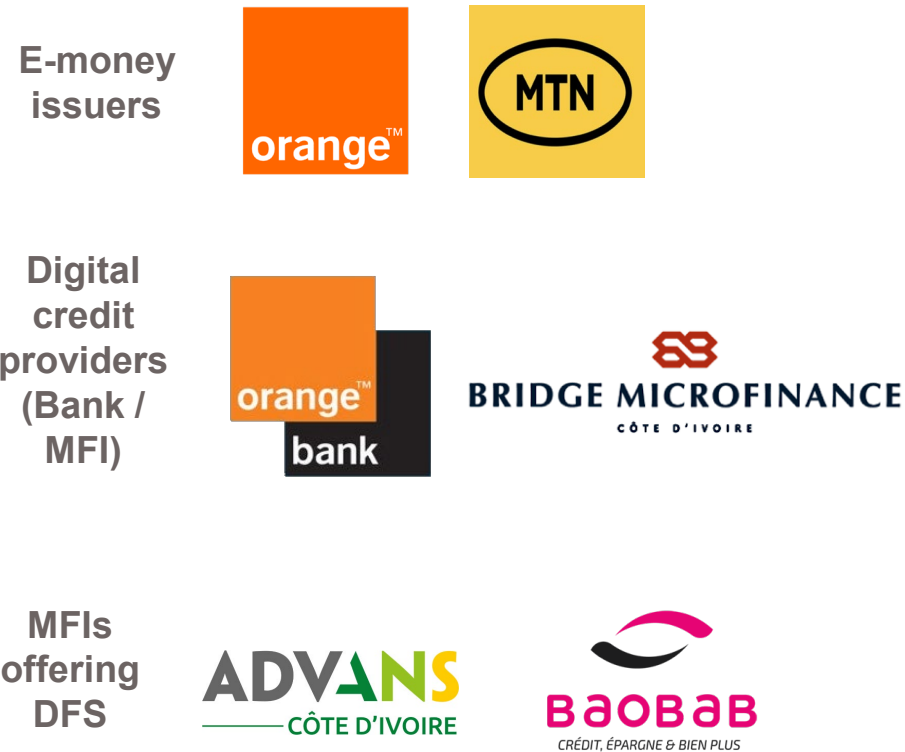
The result is a very low rate of contact of recourse organizations in the event of a failed resolution with the providers. The nature of the risks, particularly the amount involved relative to the cost or effort of the process, could be a constraint.

4. Analysis of Complaint Handling Mechanisms and Complaints Data

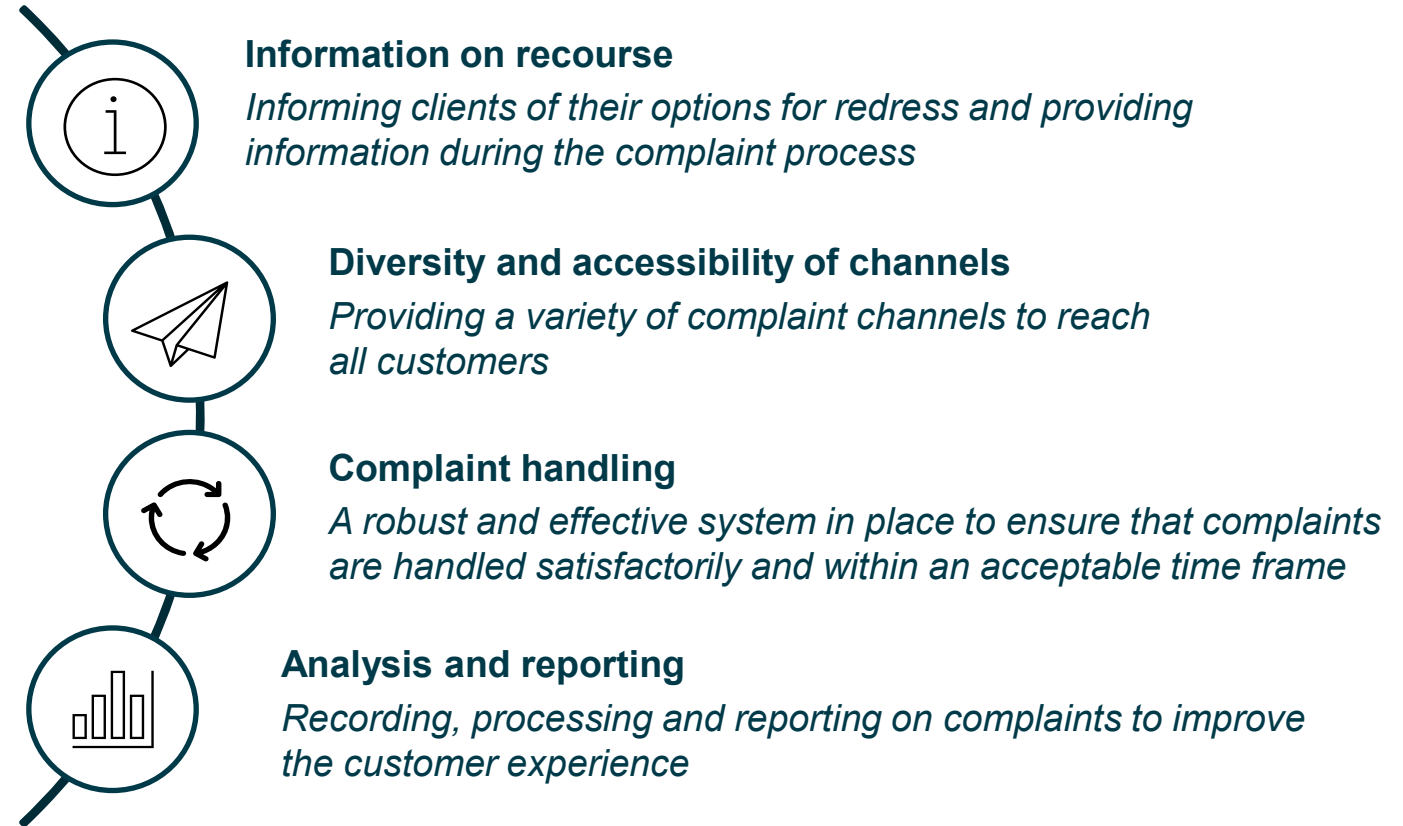


Analysis of Complaint Collection and Handling Mechanisms

Survey partners



The partners' complaint mechanisms were analysed along four key dimensions and compared to best practices.



Complaints and customer feedback are not only essential to protect consumers and ensure loyalty to DFS, but also a valuable marketing tool for providers.

Information on Recourse

Information about the possibility of filing a complaint against a provider is available to clients, but the number of customer complaints questions the effectiveness of this information.

Information on recourse options

Customers are informed of the possibility of filing a complaint, at least via posters in the agencies sharing the call centre number. It would be important to reinforce this information (larger or more visible posters, systematic information in contracts, etc.) and to ensure through surveys that this communication is effective.

The digitization of the customer journey and the use of agents to communicate with customers are not well accounted for. Thus, providers should systematically:

- Include information about complaint options in digital customer journeys (app/USSD menu/SMS).
- Publish information on all the channels available to raise a complaint, especially including third-party agents, and train third-party agents to collect customer complaints.
- Communicate information about the possibility of complaining about one's third-party agent.

In view of the increasing number of cases of fraud in connection with DFS and that they seem to be only partially the subject of complaints to providers, the reporting of fraud complaints should be specifically encouraged (dedicated communication campaigns, first category proposed in drop-down menus, etc.)

Finally, clients are not informed by DFS providers of the existence of national recourse mechanisms and the possibility of mediation.

Information about the complaints process

Clients are generally informed about the progress of the complaints process. Formalization of information should be improved for some providers (paper trail, preferably in the form of SMS/notification).

Key suggestion: Strengthen communication. Pro-actively solicit both negative and positive customer feedback

Diversity and Accessibility of Channels

The channels for collecting complaints are diversified. However, they could be modernized to anticipate the evolution of DFS clients' expectations and to encourage more client feedback.

All providers have a variety of channels available to all types of customers.

It is not easy to analyse the rate of customer use of the various channels because complaints filed directly with the providers' branches are only partially integrated into the databases (see "Complaints analysis and reporting"). If we exclude branches, the Customer Relations Center (CRC) remains the preferred channel for customers. In any case, the oral channel (branches or CRC) is largely preferred.

It would be interesting to assess how to better adapt these channels to customer expectations, with a "human-centered" approach (including regular monitoring of the usage rates and satisfaction surveys with regard to these channels).

This could lead to the implementation of innovative or specifically DFS-adapted complaint channels, such as free calls (already used by several providers), dedicated provider pages on social networks.

As the number of complaints collected on social networks (excluding official pages) is non-negligible, specific attention should be paid to the handling of these complaints by providers.

Finally, the channel for reporting complaints on agents could be improved, and providers could proactively solicit customer feedback (sending random SMS messages after a visit to an agent, agent rating system, etc.).

Key suggestion: Ensure that the providers' complaint channels encourage customers to give feedback

Complaint Handling

Complaint handling systems are mostly adapted to the volume of complaints handled and supported by appropriate applications, and average processing times are acceptable. However, partnership relations can create a burden, to the detriment of consumers.

The level of complexity of the systems put in place by the providers is adapted to the volume of complaints handled.

All but one provider has digitized the monitoring of their complaint handling process.

There are certain difficulties in the organization of complaints handling when services are offered through partnerships between several entities, except for entities belonging to the same group. A better definition of the organization of the processing of complaints between partners at the time of signing a partnership agreement could help avoid or resolve difficulties more quickly.

The specificity of DFS would justify the processing of related complaints by a dedicated team, which most of the time is not the case.

Focus: average processing times

Although several providers have experienced occasional difficulties (which have been noted by the supervisory authority) leading to a significant increase in average processing time (APT) in certain months, these difficulties have always been resolved, resulting in a subsequent significant reduction in APT. At the end of December 2021, APTs were less than 7 days for all providers. The shortest APT observed was 2.2 days.

Note that some providers do not yet track this indicator statistically.

Analysis and Reporting

Analysis and reporting on complaints handling could be expanded to better identify and monitor consumer risks and to leverage the information as a marketing tool.

Internal analysis and reporting

Some providers do not handle complaints digitally. Several do not systematically –or at all– record the complaints resolved by the front office, so their analyses are based on a partial record of customer complaints.

Financial institutions that also offer non-digital products and services do not yet carry out targeted analysis of DFS.

Furthermore, internal reports often only cover a weekly or monthly period, which does not allow for a medium/long-term analysis and monitoring of the evolution of risks.

The categorization of complaints does not always allow for clear identification and easy monitoring of the risks related to DFS use:

- Mixing between the type of service and nature of problems
- Lack of standardization of the underlying risks (error, fraud, technical problem...)

Only a small number of providers perform specific fraud monitoring.

Limited information on the socio-economic characteristics of the complainant (gender, location, age, etc.) only allows for a partial identification and monitoring of the underlying risks for clients.

Better categorization of complaints would also allow their use by providers as a marketing tool for monitoring customer satisfaction.

Reporting to authorities

All providers report complaints to authorities.

Key suggestion: Use complaint databases to track risk and perform marketing analysis.

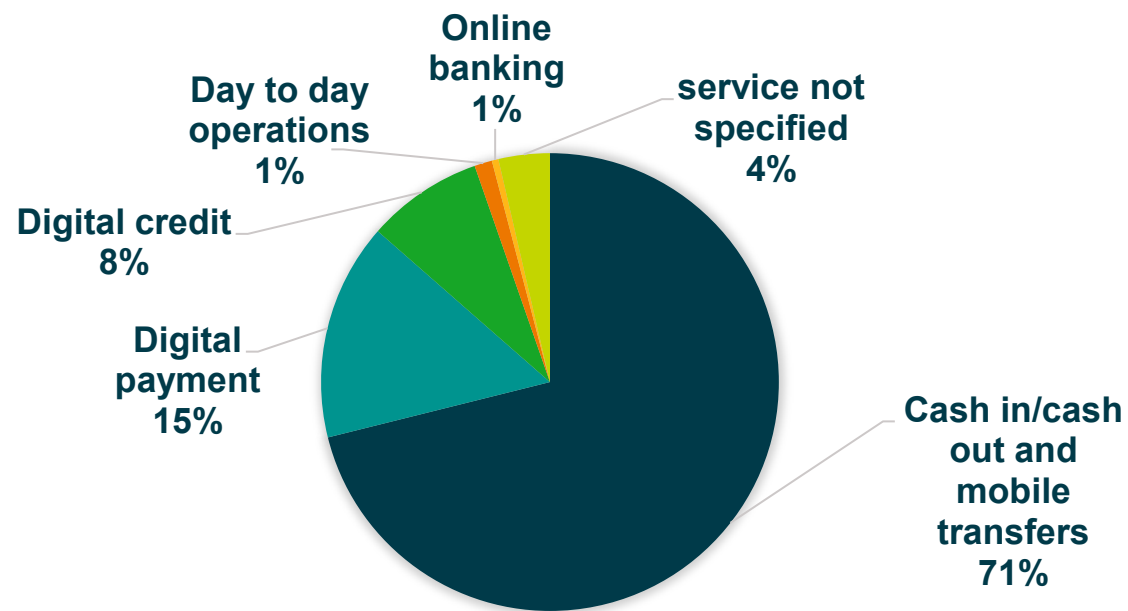
Complaint Statistics by Service Type and Nature of Problem

E-money issuers receive the bulk of complaints. Fraud accounts for only a small portion.

General statistics:

- Order of magnitude of annual number of DFS complaints (excluding fraud) received by partners of the study⁽³⁾: **745 000**
- Complaints to e-money issuers represent 96% of DFS-related complaints filed with study partners. This is consistent with the weight of services offered by these providers nationwide.

ANALYSIS OF COMPLAINTS BY TYPE OF SERVICE



ANALYSIS OF COMPLAINTS BY TYPE OF PROBLEM

- Regardless of the service, most problems seem to relate to user errors or technical problems.
- The partner databases' categorizations hamper making statistical analyses of the relative weight of errors versus technical problems.
- Only the EMLs identify fraud and give it special treatment.
- Identified frauds represent a very small portion of complaints (0.25%).
- The reporting of fraud cases to providers seems to be partial and should be a particular point of attention for all DFS providers.

Types of Problems Encountered by Clients

| Category of complaint | Types of problem encountered |
|-----------------------|--|
| Mobile transfer | <p>The main problem is erroneous transactions, which may be due to an input error by the sender or a technical malfunction. Mobile transfer complaints include transfers between subscribers and customer deposits and withdrawals to their own account. It is not possible to differentiate between user errors and technical malfunctions in the DFS providers' databases.</p> |
| Digital payment | <p>The problems encountered are mainly related to unsuccessful payments made via the e-wallet, which include merchant payments, school and exam registrations and bill payments.</p> <p>The payments may or may not have been debited and the customer did not receive a confirmation or was dunned for the payment they thought they had already made.</p> |
| Digital credit | <p>Customers are unable to access the digital credit service, withdraw their money, make their repayments, or have their repayments processed.</p> <p>There are also a significant number of cases of overpayments, where the amount credited was greater than the amount expected.</p> |
| Day-to-day operations | <p>Most of the requests concern the opening of an account, when the confirmation of registration does not reach the customer, followed by requests to unlock or reset the account following an irregularity, and then changes of telephone number or identity.</p> |
| On-line banking | <p>Most of the requests concern unsuccessful "bank to wallet" and "wallet to bank" transfers that may or may not have been debited, the rest concern difficulties in using the mobile application.</p> |

Overlapping Roles of Actors in Consumer Complaints



OQSF-CI

Observatory of the quality of financial services

Body with a broad mission to protect consumers of financial services



Financial supervisory agencies

National Directorate of Insurances: mediates all insurance disputes

Banking Commission: second recourse instance, provided that no other recourse is pending.



Non-specialized mediation bodies

*CACI*¹ and *CPMN CI*²: deal with all types of mediation, including financial mediation



Consumer associations

*AUBEF (UFCCI)*³: receives complaints from financial consumers
*FNACCI*⁴: umbrella organization without a specialized financial sector remit, that can receive DFS complaints



Social networks

One informed consumer is worth two (UCAEVD): Facebook group set up in 2011, with 382,000 members, 26,229 posts, 2.1 million comments, 4 million reactions, and 40.9 million visits (August 2021).

- Social networks are by far the most common channels used by consumers to express their complaints
- The number of complaints processed by traditional recourse actors is very limited
- Traditional actors may lack visibility to consumers and not be adapted to deal with DFS and new modes of communication
- They may also lack resources and not be well equipped to handle consumer complaints (eg the Banking commission)

¹ CACI: Court of Arbitration of Côte d'Ivoire

² CPMN CI: Professional Chamber of Mediation and Negotiation of Côte d'Ivoire

³ AUBEF (UFCCI): Association of Users of Banks and Financial Institutions (Federal Union of Consumers of Côte d'Ivoire)

⁴ FNACCI: National Federation of Consumer Associations of Côte d'Ivoire



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